

## Shifting focus from the Mainstream to Offbeat

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This year the ANZMAC Conference will start at **11:00am on 1 December, 2008**

The Australian & New Zealand Marketing Academy was formed in 1998 following two successful marketing educators conferences in 1996, and 1997. It was formed with the expressed intent of improving the quality and standing of marketing research, marketing teaching and practise by providing a vehicle for publishing, presenting, and discussing ideas relevant to marketing research. The Academy is managed by an Executive Group comprising elected members.

Our main activity is the annual conference which this year is hosted by the University of Western Sydney. The conference is hosted on a rotating basis between Australia and New Zealand and is a fantastic focus for the academy with social events and a successful doctoral colloquium integrated with the presentation of academic papers, discussion panels and special sessions which attracts contributors from all over the world.

As ANZMAC is a diverse and globally oriented organisation, we are very proud of our international standing and collaborative events with sister academies. 2008 saw the fourth combined European Marketing Academy/ANZMAC event 'BigMaC 4' held in Brighton UK. Next year 2009, our conference will be held back to back with the ANZAM conference (The Australia and New Zealand Academy of Management) in Melbourne and I hope this marks increasing cooperation between our two academies and greater interaction between our disciplines.

The ANZMAC Executive is pursuing a range of initiatives to enhance our presence and ensure that the academy remains relevant to its membership. We are pursuing alliances with academies in Korea and in China and hoping to build further extensive networks within our region. Locally, we are encouraging regional events to be started to provide a more continuous presence and activity for our members.

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Department of Marketing

In 2008 we embarked upon a major review of our operations and will be investing heavily in developing our website to become a full academic portal including on-line payment facilities, an active discussion platform and employment exchange. As part of that development we are also updating our membership processes to provide for an enhanced membership database for both individual and institutional members and better tracking of our member details.

Finally, as tangible evidence of our activity ANZMAC publishes the Australia and New Zealand Marketing Journal (AMJ) which is provided free to all members. This has been, and will remain a significant vehicle for disseminating marketing research in our region.

ANZMAC is still a relatively young organisation and we have ambition to be a major voice for marketing academics in our region. This is especially important as government policy starts to reshape the higher education environment in Australia and New Zealand. We believe that we can enhance our role by building networks locally and internationally, getting exposure for our activity both within and outside academia, and ensuring that our members are well served and well represented. Our credibility in this endeavour relies heavily upon the reputation of the quality of our research, and the enthusiasm of our members.

Ultimately we are a community of marketing scholars and you'll find us open, engaged and enthusiastic about our discipline, our research and our future and if you feel the same way about marketing then I invite you to join our community and become part of the ANZMAC family.

Mark Gabbott  
Anzmac President

ANZMAC 2008 acknowledges the generous support from Monash University, Gold sponsors of ANZMAC 2005, 2006, and 2007

To contact us email: [ANZMAC2008@uws.edu.au](mailto:ANZMAC2008@uws.edu.au)

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## ANZMAC 2008

Doctoral Colloquium (29-30 November 2008) and Main Conference (1-3 December 2008)

### PRE-CONFERENCE - SATURDAY 29 NOVEMBER

830	Doctorial Colloquium - Registration (Closes 1700)	SEBEL HOTEL PARRAMATTA
900	Doctoral Colloquium Sessions Commence	350 Church Street Parramatta
1730	Doctoral Colloquium Sessions Close	
1930	Doctoral Colloquium Dinner	ALBION HOTEL & GASWORKS NIGHTCLUB

135 George Street, Parramatta

### PRE-CONFERENCE - SUNDAY 30 DECEMBER

900	Doctoral Colloquium Sessions Commence	SEBEL HOTEL PARRAMATTA
1800	Doctoral Colloquium Sessions Close	350 Church Street Parramatta
1800	Main Conference - Registration (Closes 1900)	SOUTHEE FOYER
1730	ANZMAC Executive Meeting and Dinner	TBA

### DAY ONE - MONDAY 1 DECEMBER

800	Registration (open each day from 800-1800)	SOUTHEE FOYER
1100	Welcome and Plenary Session	SOUTHEE NORTH
Chair	Richard Fletcher	
1140	Keynote 1: Stephen Brown	
1210	Keynote 2: Phillip Adams	
1300	LUNCH	
1300	AMJ Lunch Meeting	ROOM 1822



CONCURRENT SESSIONS TWO											
ROOM	Southee 1	Southee 2	Southee 3	Southee 4	Southee 5	See	Playfair North	Playfair South	Jamison	Judges/Stewards	Southee North
Stream	Social, Not for Profit, Political Marketing	Marketing Research & Research Methodologies	Services Marketing	Electronic Marketing	Shifting focus from Mainstream to Offbeat	Corporate Responsibility, Ethics & Social Responsibility	Consumer Behaviour (B)	Consumer Behaviour (A)	Special Session: Corporate Identity & Image	Workshop 1	Special Session 1
Chair	Sandra Jones	Ann Mitsis	Gerald Albaum	Hugh Pattinson	Les Brown	Bobby Bannerjee	Ian Phau	Grete Birtwistle	Shaun Powell	John Rossitier	Roger Layton
1610	Mothers' Attitudes to Food Promotion and its Effects on their Children's Diets <i>Simone Pettigrew and Michelle Roberts</i>	Are respondents using our scale as we expect? <i>Jane Scott, Jennifer Harris and Thomas Salzberger</i>	COMEnSTUDY@MY.UNI. EDU: University Recommendation Modes <i>Sharifah Fatimah Syed Ahmad, Jamie Murphy, Yong Zullina Zubairi and David Horrigan</i>	Consumer Pleasantness in Online Search Behaviour <i>Evmorfia Argyriou, David Arnott and TC Melewar</i>	Experiential Consumption in Second Hand Clothes Shopping <i>Itir Binay &amp; Jan Brace-Govan</i>	Are Carbon Offsets Potentially the New "Greenwash"? <i>Michael Polonsky and Romana Gama</i>	Brand Equity Net Promoter Scores Versus Mean Scores, Which Presents a Clearer Picture For Action? A Non-Elite Branded University Example <i>Ann Mitsis and Patrick Foley</i>	An empirical study on how green product lines stack up <i>Marthin Nanere, Clare D'Souza, Ali Quazi and Robert Rugimbana</i>	Corporate Identity and Corporate Brand Alignment: The Strategic Positioning of British Airways in the 20th Century <i>John MT Balmer, Helen Stuart and Stephen A Greysier</i>	The C-OAR-SE Procedure: When to Use Single-Item and Multiple-Item Measures	Developments in S-D logic, Emergence and Growth in Marketing Systems, and the Possibility of a General Theory with Panelists Stephen Vargo, Robert Lusch and Roger Layton
1630	Encouraging Self-Regulation of Children's Food Consumption <i>Simone Pettigrew and Melanie Pescud</i>	The Effect of Questionnaire Colour on Mail Survey Response Rates: Further Data <i>Mike Brennan</i>	Relationship among Service Guarantees, Perceived Reliability, and Psychological Affect <i>Ida Ercsey and László Józsa</i>	The Disney Online Experience:How does it affect brand perceptions? <i>Renu Emile and Margaret Craig-Lees</i>	'Self' and Virtual Worlds <i>Susan Barnes, Neil Hair and Lyle Wetsch</i>	A Taxonomy of Firms Sustainable Development <i>Cathy Ying Xu and Pamela Morrison</i>	Why Consumers Switch and Sway Between Brands During the Outbreak of Rumours <i>Thomas Kobinah and Sugumar Mariappanadar</i>	Chinese Consumers' Attitude towards Different Pig Production Systems <i>Marcia de Barcellos, Klaus Grunert, Bjarne Sorensen, Zhou Yan Feng, Huang Guang, &amp; Susan Pedersen</i>	The Corporate Character Scale in the Finnish Military Context <i>Mari Ahonen, Jouni Juntunen, Vesa Autere and Timo Saarinen</i>		
1650	When is Enough, Enough? Exploring Parental Influences on Child Obesity <i>Julie Norton, Debra Harker and Michael Harker</i>	A difference in the unit of measurement - A hidden threat to the comparability of measures derived from rating scales <i>Thomas Salzberger and Monika Koller</i>	The Influence of Service Guarantees as a Recovery Tool <i>Lisa McQuilken and David Bednall</i>	Consumer Power Types in an Australia Online Brand Community <i>Olivia Zhang, Gayle Kerr and Judy Drennan</i>	Customer Husbandry: The Rearing, Growing and Fleecing of Customers <i>Ian Wilkinson, Penny Frow, Adrian Payne and Louise Young</i>	Moral Identity and Consumer CSR Association <i>Haodong Gu and Pamela D Morrison</i>	The Moderating Role of Involvement on Credibility in the Formation of Attitude Toward the Celebrity Endorser <i>Jeremy Ainsworth and Nicolette Le Cren</i>	Revisiting Consumer Animosity of Chinese Consumers: Evaluating the Role of Hybrid Country Origin <i>Garrick Kea and Ian Phau</i>	Summary Discussion Covering this and previous Special Session on Corporate Branding		
1710	Summary Discussion on issues raised by Authors	An Empirical Examination of Referentially Modified Quality and Value for Cost Scale Items <i>Ann Mitsis and Patrick Foley</i>	Consumer Perceptions of Extended Warranties and Service Providers <i>Gerald Albaum and James Wiley</i>	E-Novation: An Offbeat View of Innovation, E-Marketing and a New Collaborative Information Platform <i>Hugh Pattinson and David Low</i>	Developing a presence in a mainstream market with a product perceived as offbeat <i>Karen Miller, Les Brown, and Doren Chadee</i>	Cheap as chips: The price of RTDs in New South Wales <i>Sandra C Jones, Lance Barrie and Parri Gregory</i>	The roles of Categorization Theory and Confirmation Bias in Australian Owned Brands <i>Isaac Cheah and Ian Phau</i>	The consumer end of the fashion supply chain <i>Grete Birtwistle &amp; Louise Morgan</i>			
1730	CONCURRENT SESSIONS CONCLUDE										
1745	WELCOME RECEPTION								SOUTHEE COURTYARD		

CONCURRENT SESSIONS THREE											
ROOM	Southee 1	Southee 2	Southee 3	Southee 4	Southee 5	See	Playfair North	Playfair South	Jamison	Judges/Stewards	Southee North
Stream	Advertising/Marketing Communication Issue	International & Cross Cultural Marketing	Social, Not for Profit, Political Marketing	Electronic Marketing	Shifting focus from Mainstream to Offbeat	Corporate Responsibility, Ethics & Social Responsibility	Retailing, Pricing, Distribution Channels, Supply Chain Mgmt, Personal Selling & Sales Mgmt	Consumer Behaviour (A)	Branding	Relationships & Networks	Industry Session 1
Chair	Sonia Dickinson	Richard Fletcher	Sara Dolnicar	Aron O'Cass	Catherine Sutton-Brady	Geoffrey Lee	Jack Cadeaux	Wade Jarvis	Cynthia Webster	Roger Marshall	Daniela Spanjaard
900	Advertising avoidance in the online social networking environment <i>Louise Kelly</i>	Compliance and the Failure of a Green Franchise Expansion: A Case Study <i>Megan Thompson</i>	Postmodern Political Marketing: the 2008 London Mayoral Election <i>Paul Baines, Phil Harris and Gareth Smith</i>	A qualitative understanding of the impact of Internet Banking in relationships between banks and commercial customers <i>Raechel Johns and Bruce Perrott</i>	Transcendental Marketing: A Conceptual Framework and Empirical Examples <i>Fredrik Nordin</i>	Marketing to Children and Teens on Australian Food Company Websites <i>Sandra Jones and Amanda Reid</i>	The Effects of Perceived Quality and Novelty of Retail Restrooms on Consumer Behaviour <i>Agnes Dekock and Jamye Foster</i>	A Holistic View on Quality Perception Triggers of Wine: "Quaffers vs Snobs" <i>Robertta Veale and Carolyn Plewa</i>	Brand consideration by customers with different brand usage levels <i>Svetlana Bogomolova</i>	Modeling the Moderating Effect of Customer Attractiveness and Relationship Commitment on Supplier's Perceptions of Relationship Value <i>Neeru Sharma</i>	
920	The Influence of Porter's Generic Strategies on the Success of Internet Marketing <i>Roger Michael Elliott</i>	Chinese Consumer Preference for Sales Promotion Techniques - the Impact of Gender, Income and Product Type <i>Lisa McNeill, Kim-shyan Fam and Kim Chung</i>	The Co-Creation of Public Healthcare Service Quality: A Triadic Model <i>Liz Gill and Lesley White</i>	Determinants of mobile banking resistance: A preliminary model <i>Tommi Larkkanen</i>	The Wicked Witch of Anti-Marketing? Myths, Metaphors and "Nanny State" <i>Janel Hoek</i>	Beyond the ideal: A pragmatic view of agents' role in innovation in developing countries <i>Sara Denize, Gregory Teal and Hossain Mohammed</i>	The Influence of Cognitive Response on Shopping Satisfaction in Australia and Indonesia <i>Tjong Budisantoso and Katherine Mizerski</i>	Comparing Regret and Satisfaction as Predictors of Future Choices <i>Con Korkolingas</i>	The Effects of Brand Relationship on Brand Consideration and Brand Equity for Services <i>Lai-Cheung Leung and Ursula-Sigrud Bougoure</i>	Mediating effect of Program Loyalty on the relationships between Value Perception and Relationship Investment on Customer Loyalty <i>B Ramaseshan, Heiner Evanschitzky and Megan Johnston</i>	
940	A closer look at TV's desirable audience: The light TV viewer <i>Melanie Ceber, Byron Sharp and Rachael Kennedy</i>	Can consumers' global/local consumption orientation be primed? <i>James Kelley, Julie Lee and Geoffrey Soutar</i>	Social Marketing and Consumer Insight: An Exploratory Study of the Parental Influence on Obesity and Diet Carried Out in London Schools <i>Matthew Wood</i>	Effect of Demographic and Usage variables on M-Banking Resistance <i>Pedro Cruz, Tommi Laukkanen and Pablo Munoz</i>	Towards Deconstructing Customer Evangelism <i>Nathalie Collins, Jamie Murphy and Wade Jarvis</i>	Organisational Data Management and Consumer Privacy Intrusion <i>Frauke Mattison Thompson and Heidi Winkhofer</i>	Perceptions and Satisfaction with Retail Category Assortments: The Effects of Product Variety, Brand Variety, and Price Range <i>Jack Cadeaux</i>	Impact of Perceived Risk on Consumer Purchase Postponement <i>Ameet P. Pandit, Ingo O. Karpen and Alexander Josiassen</i>	Negative influences upon brand evaluations: The litter effect <i>Stuart Roper, Cathy Parker and Michael Bosnjak</i>	Dynamics of value co-creation in buyer-supplier relationships <i>Christian Kowalkowski and Mike Malmgren</i>	Special industry session with four invited papers focussing on "How do the theories of marketing apply to the realities of marketing?".
1000	Advertising Agency Engagement and Regulatory Empowerment in the World of New Media <i>Sonia Dickinson, David Walker, Gayle Kerr and Kathy Mortimer</i>	Cross National Drivers of Consumer Reactions to High-Technology Products: The UK and Korean 3G Mobile Phone Markets <i>Jong-Ho Lee and Tony C Garrett</i>	Leveraging the brand image of Government schools by understanding their competitors <i>Edmund Goh and Sara Dolnicar</i>	Exploring the Relationships between e-Service Quality, Product Involvement and Flow on Behavioural Intentions of e-Services <i>Jamie Carlson and Aron O'Cass</i>	Marketing Applications of Sexual Exchange Theory <i>Michael Basil</i>	Relationships between Medical Sales Representatives and Physicians: An Exploratory Study <i>Magda Huynh, David Low and Geoffrey Lee</i>	An Assessment of the Validity and Dimensionality of E-S-Qual as a Measure of Internet Retail Service Quality <i>Mohammed Rafiq, Heather Fullford, Xiaoning Lu and Fiona Ellis-Chadwick</i>	The Relative Influence of Pioneer and Follower Pricing Strategy on Reference Price and Value Perceptions of Pioneer and Follower Brands <i>Ben Lowe</i>	Is Brand Distinctiveness a Separate Facet of Brand Knowledge? <i>Nicole Hartnett and Jenni Romanluk</i>	Realising intangible business relationship value for the seller - the role of the salesperson <i>Annie Zhang, Roger Baxter and Mark Glynn</i>	
1020	Summary Discussion on issues raised by Authors	Country of Origin (COO) Effects on Preferences and Choice: A New Zealand Case Study on International Tertiary Education <i>Sussie Morrish and Christina Lee</i>	Summary Discussion on issues raised by Authors	Summary Discussion on issues raised by Authors	Summary Discussion on issues raised by Authors	Summary Discussion on issues raised by Authors	Summary Discussion on issues raised by Authors	Summary Discussion on issues raised by Authors	Exploring Discrete Choice Descriptors for Food Sensory Attributes <i>Tom Egan, Wade Jarvis, Mark Gilbert and Hannah Williams</i>	Attachment to Human Brands: Opinions of Celebrities Endorsing Multiple Brands <i>Jasmina Illic and Cynthia Webster</i>	Understanding Value in B2B Buyer-Seller Relationships: Do Matching Expectations Improve Relationship Strength? <i>Andreas Konhäuser and Roger Marshall</i>
1040	MORNING TEA										



CONCURRENT SESSIONS FIVE											
ROOM	Southree 1	Southree 2	Southree 3	Southree 4	Southree 5	See	Playfair North	Playfair South	Jamison	Judges/Stewards	Southree North
Stream	Advertising/Marketing Communication Issue	Services Marketing	Social, Not for Profit, Political Marketing	Electronic Marketing	Marketing Education	Corporate Responsibility, Ethics & Social Responsibility	Consumer Behaviour (B)	Consumer Behaviour (A)	Retailing, Pricing, Distribution Channels, Supply Chain Mgmt, Personal Selling & Sales Mgmt	Relationships & Networks	Special Session 2
Chair	Ian Phau	Tony Ward	Stephan Dann	Kate Westberg	Michael Volkov	Richard Fletcher	Katherine Mizerski	Cynthia Webster	Kerrie Bridson	Christopher Medlin	Ujwal Kayande
1400	Guilt Appeals in Advertising: The Mediating Roles of Inferences of Manipulative Intent and Attitude Towards Advertising <i>Michael Lwin and Ian Phau</i>	Does Emotional Regulation Training Help When Dealing with Angry Customers? <i>Karen Dallimore</i>	Evaluating the impact of the narrow cast marketing of 'Snake Condoms' to Indigenous Youth <i>Parri Gregory, Lyn Phillipson, Lance Barrie, Sandra Jones and Anna Validas</i>	The Effect of Satisfaction and Shopping Motives on E Loyalty <i>George Christodulides and Nina Michaelidou</i>	Students' Perception of an Online Marketing Subject: A Qualitative Approach <i>Michael Volkov, Allison C Ringer, Kerrie Bridson and Andrea Vocino</i>	Socially Unacceptable Products and Corporate Social Responsibility: A Question of Legitimacy? <i>Helen Stuart</i>	Closing the gap between Pro-environmental Attitudes and Behaviour in Australia <i>Sam Riehlmuller and Gary Bultriss</i>	An Exploratory Model of Consumer Fanaticism: the Processes Leading to High-End Loyalty <i>Emily Chung, Michael Beverland, Francis Farrelly &amp; Pascale Quester</i>	The Trade-off Relationship between Franchise Expansion and Organisational Stability <i>Chen-I Huang</i>	A dyad perspective of buyer seller relationships - the case of Taiwan agribusinesses <i>Eric Ng</i>	Calibrating and Improving Practice Impact of Marketing Analytics/Science
1420	Exploring Customers' Feelings and Responses toward Relational Ads <i>Richa Agrawal</i>	Emotional Labour and Santa Claus <i>Peter Clarke and Gillian Sullivan Mort</i>	Getting Emotional about Social Marketing: Why and How People Change Behaviour <i>Julie Fowlie and Matthew Wood</i>	Factors influencing implementation of CRM technology among small and medium sized enterprises <i>B Ramaseshan and Chia Peng Kiat</i>	Blogging 101: The Effectiveness of a Reflective Online Journal as Part of a Final Year Placement Unit <i>Katharina Wolf</i>	Important attributes of corporate social responsibility - an exploratory assessment from Oman <i>Tekle Shanka, Flora Minnee and Ruth Taylor</i>	Getting it right - Is it Ethical, Environmental, Green and Sustainable Consumption? <i>Judy Rex</i>	Mobile Phones:enhancing social communication in young adult's lives? <i>Emma Dresler-Hawke &amp; Juliana Mansbelt</i>	Customer 'Productivity' in Retailing and its Impact on Employee Performance <i>K Cassidy, Elaine Eades, Dominic Elliott and Steve Baron</i>	Trust, Gender, Performance and the Relationship Lifecycle <i>David Dowell and Mark Morrison</i>	
1440	Exploring Existential Guilt Appeals in the Context of Charitable Advertisements <i>Ian Phau and Michael Lwin</i>	Seeing Red: Customer Rage Emotions, Expressions and Behaviours <i>Janet McColl-Kennedy and Paul Patterson</i>	Individual Social Issue Experiences: An exploration of the Future orientation of individuals, perceived consequences and feeling <i>Deborah Griffin and Aron O'Cass</i>	Factors Related to Generation Y's Perception of Value and Purchase Intention for Online Music <i>Sebastian Caruso and Kate Westberg</i>	Second Life: A Course in Online Advertising <i>Susan Barnes and Neil Hair</i>	Risks, Benefits and DTC - An Analysis of Information Formats <i>Janel Hoek, Philip Gendall and Jordan Louviere</i>	Adolescents' consumer socialisation of over-the-counter medicines: A proposed model and some preliminary findings <i>Suriani Abdul Hamid, David A Cohen and Valerie Manna</i>	Historical Nostalgia Intensities: Effects on Cognition, Attitudes, and Intentions <i>Chris Marchegiani and Ian Phau</i>	International Retail Franchising: Managing Franchisees within the Australian Coffee Phenomenon <i>Matt Bugg and Kerrie Bridson</i>	Putting Internal Market Orientation and Global Assessment of Relational Functioning into a Relational Marketing Context <i>David Gray</i>	
1500	Summary Discussion on issues raised by Authors	Service Experience: Affect Formation and Evaluation <i>Sandy Hoi Mun Ng and Tracey Dagger</i>	A Leximancer analysis of social marketing definitions versus social marketing literature <i>Stephen Dann</i>	Summary Discussion on issues raised by Authors	Experiential Satisfaction with a Wholly Online Marketing Unit <i>Allison C Ringer, Andrea Vocino, Michael Volkov and Kerrie Bridson</i>	Microfinance Meeting the Needs of Poor Consumers: A Marketing Myth? <i>Laurel Jackson and Richard Fletcher</i>	The Constructs Mediating Religions' Influence on Buyers and Consumers <i>Nazliha Muhamad, Dick Mizerski and Katherine Mizerski</i>	Hedonic Consumption and Consumer Value in Travel <i>Vanessa Rennie and Cynthia Webster</i>	Summary Discussion on issues raised by Authors	Shifting Theoretical Lens: Examining the Mediating Role of Product within Relationship Marketing and Network Theories <i>Christopher J Medlin and Carolin Plewa</i>	
1520	AFTERNOON TEA										



CONCURRENT SESSIONS SIX											
ROOM	Southee 1	Southee 2	Southee 3	Southee 4	Southee 5	See	Playfair North	Playfair South	Jamison	Judges/Stewards	Southee North
Stream	Advertising, Marketing Communication	Services Marketing	Social, Not for Profit, Political Marketing	Electronic Marketing	Marketing Education	Corporate Responsibility, Ethics & Social Responsibility	Consumer Behaviour (B)	Consumer Behaviour (A)	Branding	Relationships & Networks	Special Session 3
Chair	Colin Campbell	Meredith Lawley	Janet Hoek	Gilian Sullivan-Mort	Aila Khan	Sandra Jones	Margaret Craig-Lees	Sandra Gountas	Jeryl Whitelock	Nic Terblanche	Larry Neale
1550	Integrated marketing communication: What are the barriers to integration? <i>Catherine Archer</i>	Frequent (Flier) Frustration: Analysis of Nonverbal Cues, Emotion and Disloyal Customer Behaviour in Negative Electronic Word-of-Mouth Communication <i>Sven Tuzovic and Glynn Mangold</i>	Competing for attention: Using stakeholder engagement to shift the focus from the Beijing Olympics to minority pressure groups <i>Katharina Wolf</i>	Impact of e-marketing on private companies in Bosnia and Herzegovina <i>Drazena Tomic, Brano Markic, Slavo Kukic, Ivan Pavlovic and Emir Veledar</i>	Textbooks: Fastfood or Dine-In? Preliminary Views <i>Gary Marchioro and Maria Ryan</i>	Developing a Conceptual Framework of Corporate Social Responsibility Initiatives in Community Involvement: Content Analysis of Company Websites <i>Denni Arli and Pamela Morrison</i>	A Framework to examine the Role of Reality TV as a consumer socialisation agent of teenagers in a developing country <i>Md Ridhwanul Haq and Syed Rahman</i>	Age, Identity and Materialism: A Generational Comparison <i>Martin Grimmer and Charlotte Webber</i>	Developing brand identification and brand loyalty <i>Sven Kuenzel and Sue Vaux Halliday</i>	Exploring the Role of Social Servicescape in Expanding Seniors' Reduced Social Networks <i>Kanika Meshram and Alison Dean</i>	
1510	Impact of celebrities on brand decisions of Hong Kong university students <i>Peter Ling and Gee Ching Elaine Wong</i>	Integrating Word-of-Mouth Sources for Marketing of Complex Services <i>Chris Horbel and Herbert Wortschek</i>	Examining the Impact of Life Satisfaction and Time Pressure on Consumers' Responses towards Cause-Related Marketing Promotions <i>Bobbie Chan</i>	Impacts of E-marketplaces on the Purchase of Capital Goods: A Case Study of Australian Advanced Manufacturers <i>Geoffrey Lee and Robyn McGulgan</i>	A Proposed Conceptual Model for Investigating Undergraduate Student Choice <i>Foula Kopanidis, Raju Mulye and Tim Fry</i>	Get off our roads Magoo: Are elderly drivers entitled to drive on our roads? <i>Ingrid Larkin, Josephine Previte and Edwina Luck</i>	Social Identities and Brand Preference in an Underdeveloped Market <i>Richard Lee, Tilo Tezinde, Jamie Murphy and Sharifah Fatimah Syed Ahmad</i>	An Empirical Investigation of Age and Loyalty <i>Byron Sharp and Katherine Anderson</i>	Brand love: conceptualization and measurement <i>Noel Albert, Dwight Merunka and Pierre Valette-Florence</i>	The Impact of the Past on Consumer Adoption Decisions - A Buying Simulation to Measure Switching Costs and Lock-in <i>Michael Kleinaltenkamp and Thomas Bach</i>	The Google Online Marketing Challenge: A Global Teaching and Learning Initiative
1630	The Relationship between Visionary and Emotional Responses to Print Advertising <i>Gabrielle Walters, Beverly Sparks and Carmel Herington</i>	The Importance of Service Encounter Social Exchange Elements for Creating Positive Word of Mouth within the Australian Public Hotel Industry <i>Elizabeth Connoley</i>	What motivates WA public to give money to not for profit organisations <i>Ivana Oroz, Tekle Shanka and Brian Handley</i>	Enhancing the exchange: Understanding the role of mobile marketing in museum services. <i>Margee Hume, Gillian Sullivan Mort and Celeste Alcaraz</i>	Organisational Competencies and Strategic Choice in Institutions of Higher Learning <i>Abdul Rahim Abu Bakar, Fariza Hashim, Hartini Ahmad, Hisham Dzakarria and Filzah Md. Isa</i>	Consequences of Corporate Environmental Marketing Strategies in New Zealand Organisations <i>Nicolette Le Cren and Lucie Ozanne</i>	Culture Influence on Information Diffusion in Online Communities: A Conceptual Model <i>Lin Yang, Kim-Shyan Fam and Phil Harris</i>	Exploring Viewers' Attraction for Physical Harm in Reality Television Programming <i>Emma Dresler-Hawke</i>	Analysing the impact of buyers' personality constructs on the market structure of brands <i>Polymeros Chrysoschou, Athanasios Kyristallis and Cam Rungie</i>	Industrial Networks: Discourse and Context <i>Sharon Purchase, Nick Ellis and Sid Lowe</i>	
1650	Personal Acquaintance Measure: Distinguishing Among Friends and Good and Bad Customers <i>Colin Campbell, Leyland Pitt, Deon Nel and Nick Terblanche</i>	Achieving Service and Sales Goals through Motivational Ambidexterity <i>Ting Yu, Paul Patterson and Ko de Ruyter</i>	Alternative nutrition information disclosure formats: Using the Elaboration Likelihood Model to investigate consumers' attitudinal responses <i>Ninya Maubach and Janet Hoek</i>	Summary Discussion on issues raised by Authors	Standards-based Assessment' for Marketing Courses: Reconciling the Gap Between Ideas and Implementation in Measuring Creativity <i>Aila Khan and John Stanton</i>	Corporate Social Responsibility, Condition Branding and Ethics in Marketing <i>Danika Hall and Sandra Jones</i>	Cashless' transactions: their effect on purchase behaviour <i>Jashim Khan and Margaret Craig-Lees</i>	Exploring the Relationship between Personality Orientation and Aspirations <i>John Gountas and Sandra Gountas</i>	Global Brand Image Strategies in the Creative Industries - developing a scale for measurement from the consumer perspective <i>Jeryl Whitelock and Fernando Fastoso</i>	The Antecedents of Intention to Stay in Business-to-Business (B2B) Financial Service Relationships <i>Edwin Theron, Christo Boshoff and Nic Terblanche</i>	
1710	CONCURRENT SESSIONS CONCLUDE										
1715	ANZMAC Annual General Meeting (concluding at 1815)										
1815	Event - Book Launch (delegates to move out from AGM to this event to be announced at beginning of AGM)										
1830	Happy Hour										

CONCURRENT SESSIONS SEVEN											
ROOM	Southee 1	Southee 2	Southee 3	Southee 4	Southee 5	See	Playfair North	Playfair South	Jamison	Judges/Stewards	Southee North
Stream	Sports, Arts, Heritage & Tourism	Marketing Research & Research Methodologies	Social, Not for Profit, Political Marketing	Services Marketing	Marketing Education	International & Cross Cultural Marketing	Retailing, Pricing, Distribution Channels, Supply Chain Mgmt, Personal Selling & Sales Mgmt	Consumer Behaviour (A)	Branding	Relationships & Networks	Special Session 4
Chair	Sara Dolnicar	Geoffrey Lee	Rob Lawson	Meredith Lawley	Mohammed Razzaque	Mehdi Taghian	Andrew Murphy	Stella Mihahan	Lawrence Ang	Brian Low	Roger Layton
900	The effect of the category of sport team on the role of nostalgia in an individual supporter's psychological connection to that sport team <i>Michael Volkov, Jane Summers and Melissa Johnson Morgan</i>	Using Foucauldian Critical Discourse Analysis as a Methodology in Marketing <i>June Buchanan</i>	Audience Reactions to Motor Vehicle Advertisements: A Test of Compliance with Self-Regulatory Codes <i>Robyn Ouschan, Lynda Fielder and Robert Donovan</i>	Co-Creating New Service Innovations: Exploring Elderly Care in Japan and Finland <i>Arto Rajala, Hannu Pines and Hiroo Hagino</i>	Towards Student Centred Learning <i>Kathleen Griffiths</i>	Affective versus Cognitive Responses to Foreign Currency Prices <i>Simone Pettigrew, Tim Daly, Julie Lee, Geoffrey Soular and Ken Manning</i>	Roll up, roll up! The effect of social crowding on consumer enjoyment of special event entertainment <i>Jason Sit and Melissa Johnson Morgan</i>	"I eat Milo to make me run faster": How the use of sport in food marketing may influence the food beliefs of young Australians. <i>Lyn Phillipson and Sandra C Jones</i>	Primacy and recency effects for the recall of brands across three product categories <i>Julian Viecelli and Robin Shaw</i>	Why do SMEs attend business association events? <i>Geoffrey Lee and Robyn McGuigan</i>	
920	Determinants of Service Quality for Tourists' Satisfaction and Loyalty for Wine Tourism <i>Li-Chun Huang</i>	Utilising Leximancer to characterise abstracts from selected journals: 2007 <i>Marion Burford</i>	The Effectiveness of Fear Appeal HIV/AIDS Communication on Behavioural Intent <i>Marlize Terblanche-Smit, Nic Terblanche and Martin Kidd</i>	Do Switching Barriers Influence Service Recovery Evaluation: The case of the Chilean Retail Banking Industry <i>Fredy Valenzuela and Jennifer Rindfleisch</i>	A Formative Approach to Customer Value in the Higher Education Sector: A Partial Least Squares Model <i>Ratna Roostika and Siva Muthaly</i>	Predicting the Course of Small Business Internationalisation: An Entrepreneurial Marketing Perspective <i>Alastair Emerson and Asoka Gunaratne</i>	What do customers really value in buying furniture? <i>Martti Lindman</i>	Food and Eating Experiences Described by Place, Time, and Scape <i>Hannele Kauppinen-Raisanen, and Katarilina Lehtola</i>	The Relationship of Recency/Frequency of Usage and Brand Awareness Measures <i>Samuel Wight and Jenni Romaniuk</i>	Modeling the Influence of Proximity, Relationships, and Communication on Knowledge Transfer Efficiency <i>Mary Holden, Patrick Lynch, Thomas O'Toole</i>	
940	Predicting Packaged Holiday Purchases - The case of a mature market (Switzerland) <i>Christian Laesser</i>	Using Narrative Analysis to Explore Employee Constructions of Self, Organization and Brand <i>Sandy Bennett</i>	Plain Packaging, Pictorial Warnings and Tobacco Products: An Empirical Assessment <i>Janet Hoek, Phillip Gendall and Jordan Louviere</i>	Success Factors for Implementing Employee Downsizing Measures in the Areas of Distribution and Service <i>Andreas Hildesheim and Sabine Winkelmann</i>	Impact of cultural values in Singapore and Malaysia Chinese students' choice of New Zealand as a tertiary destination <i>Kim Chung</i>	Internationally competitive firms in small island developing states: Why do they succeed? <i>Nick Scott, Sara Denize and Terry Sloan</i>	Exploring the Determinants of Customer Patronage and E-loyalty in Blog Retailing <i>Ng Jia and Margaret Malanda</i>	Influence of perceived risk on the food consumption behaviours of children and mothers <i>Michele Roberts and Simone Pettigrew</i>	A Conceptual Analysis of the Effects of Product Prototypicality on Brand Resonance in Brand Extensions <i>Michael Baird and Ian Phau</i>	Collaborative Business Relationships in a Diverse Industry Cluster <i>Helen Cripps</i>	Special session, with Sage Publishing support, presenting the Journal of Macro-Marketing with Cliff Shultz (editor), Eugene Laczniak, Pierre McDonagh, Tony Pecotich. Exploring the past, present and future of macromarketing.
1000	Linking Attitudes and Demographics in a Tourist Segmentation Model - A Two-stage Approach <i>Uraiporn Kattiyapornpong and Kenneth Miller</i>	Cross-Case Analysis: An Alternative Methodology <i>Robyn McGuigan and Geoffrey Lee</i>	The Role of Social Norms and Self-Efficacy in Motivation to Exercise <i>John Williams, Rob Lawson and Sarah Forbes</i>	Modeling the Supply and Utilization Patterns of a B2B Service Product in a New Market <i>Shanfei Feng, Trichy Krishnan and Tony Beebe</i>	Google Citations and the Australian Government's A Journal List <i>Geoffrey Soular and Jamie Murphy</i>	Scale validation issues in situations of minimal cultural difference <i>Heather Crawford and Gary Gregory</i>	A Place to Play: Orchestrating a Retail Experience <i>Michael Healey, Michael Beverland and Harmen Oppewal</i>	The impact of family communication profiles on childhood overweight and obesity in Australia. <i>Megan Simpson, Robert Rugimbana and Terence Gatfield</i>	Mediating Role of Brand Equity in the Marketing - Sales and Business Performance Relationship <i>Hanny Nasution, Ken Grant and Felix Mavondo</i>	Organizational culture and CRM outcomes <i>Reiny Iriana and Francis Buttke</i>	
1020	Tourism Segment Capability <i>Katie Lazarevski and Sara Dolnicar</i>	Summary Discussion on issues raised by Authors	Summary Discussion on issues raised by Authors	Customer Perceived Value of Internet Banking in Australian Context: A Conceptual Model Development <i>Sujana Adapa</i>	Teaching an Introductory Marketing Course to a Multicultural Student Body: A Reflective View <i>Mohammed Razzaque</i>	The Acceptance of Online Auction Web Sites in New Zealand and Germany: An Examination of the Technology Acceptance Model Across Nations <i>Stefan Bodenberger, Tony Garrett and Jong-Ho Lee</i>	Farmers markets as retail spaces <i>Andrew Murphy</i>	Consumer Socialization: the Mother-Daughter Shopping Experience <i>Stella Minahan and Pat Huddleston</i>	Product Recall and Future Choices <i>Con Korkofingas and Lawrence Ang</i>	Network Paradox and Incrementalism <i>Brian Low</i>	

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CONCURRENT SESSIONS NINE											
ROOM	Southee 1	Southee 2	Southee 3	Southee 4	Southee 5	See	Playfair North	Playfair South	Jamison	Judges/Stewards	Southee North
Stream	Sports, Arts, Heritage & Tourism	Marketing Metrics	Social, Not for Profit, Political Marketing	Services Marketing	Consumer Behaviour (B)	International & Cross Cultural Marketing	Retailing, Pricing, Distribution Channels, Supply Chain Mgmt, Personal Selling & Sales Mgmt	Consumer Behaviour (A)	Branding	Strategic Marketing	Conference Theme Session: Putting the art back in Marketing?
Chair	Michael Polonsky	Robert East	Roger Bennett	Alison Dean	Pascale Quester	Vinh Lu	Stefan Roth	Monika Koller	Tho Nguyen	Ron Garland	Jim Bell and Catherine Sutton-Brady
1400	An Initial Classification of Branding Strategy in Australian Arts Organisations <i>Maria Massi and Paul Harrison</i>	Use and Perceived Importance of Marketing Metrics in Different Business Settings <i>Johanna Frösén, Matti Jaakkola, Antti Vassinen, Petri Parvinen and Jaakko Aspara</i>	Pinpointing Suitable "Direct Service" Volunteers <i>Melanie Randle and Sara Dolnicar</i>	Organisational Trustworthiness: A Conceptual Framework and Scale Development <i>Husni Kharouf and Harjit Sekhon</i>	The Impact of Extrinsic and Intrinsic Rewards on Referral Strength in a Professional Service Context <i>Angela R Dobebe, Christopher White, Minh Phuong Doan and Tim Fry</i>	Franchising at the BOP-An alternative distribution strategy <i>Tendai Chikweche and Richard Fletcher</i>	The Mediating Role of IOIS Integration on the Relationship Between Inter-organisational Activity Integration and Supply Chain Effectiveness <i>Rajesh Rajaguru and Margaret Matanda</i>	Reference Point Shift and Recommendation Apathy: The Interaction of Customization and Recommendations on Consumer Choice Decisions <i>Anish Nagpal and Brent Coker</i>	Line extension dilution effects on the flagship product: A re-examination <i>Mark Glynn and Lars Sandhaug</i>	Explaining Brand Performance Differentials between Firms via Innovation and Marketing <i>Liem Ngo and Aron O'Cass</i>	An A-Z of Marketing <i>Rob Lawson</i>
1420	Building brand identity: Does it pay? An investigation into cultural and recreational services <i>Joanna Minkiewicz, Jody Evans and Kerrie Bridson</i>	An Empirical Validation of Conditional Trend Analysis Software <i>Richard Lee and Malcolm Wright</i>	Internationalisation of Charitable Organisations <i>Roger Bennett and Rehnuma Ali-Choudhury</i>	Understanding Customer-employee Relationship and Customer Satisfaction: A Proposed Study of Private Commercial Banks in Bangladesh <i>Johra Kayeser Fatima and Mohammed A Razzaque</i>	Patterns of Goal-Contingency Learning in Preference Formation <i>Mathew Chylinski</i>	Regional Trade Agreements: Performance Evaluation and Research Agenda <i>Elaine Plant and Mehdi Taghlian</i>	A grounded theoretical analysis of Australian retail franchised co-branding <i>Owen Wright</i>	Deal or no deal? Consumer bargaining explored <i>Timothy Daly, Julie Anne Lee and Geoffrey Soutar</i>	Toy Stories - The Strategic use of Narratives in the Branding of Traditional Toys <i>Brett Plagens, Robert Rugimbana and Jon Silver</i>	Innovations, Strategic Orientations, and Market Performance of Service Providers <i>Matti Jaakkola and Matti Tuominen</i>	On the "Offbeat": Applying the Jazz Metaphor to move from Mainstream to more Holistic Marketing Research <i>Michael Mills</i>
1440	Information Source Usage and Enthusiasm in Opera: A Comparative Study <i>Bronwyn Higgs and Robin N Shaw</i>	Do all private label brands exhibit excess loyalty? <i>Vipul Pare and John Daves</i>	Applicability of Leisure Theory to Managerial Views on Volunteerism in a Volunteer Managed Nonprofit Organisation <i>Pandora Kay, Anne-Marie Hed, Judi Inglis and Michael Polonsky</i>	Examining the Relationships between Attributes of e-Service Delivery, Involvement, Trust and Behavioural Intentions in the Internet Environment <i>Aron O'Cass and Jamie Carlson</i>	Pursuit of Pink Dollar <i>Kelly Choong</i>	Role of the Internet in the Success of New Zealand Niche Export Marketers <i>Jan Charbonneau, Phil Gendall and Brody Hennicksen</i>	Retailers as resource integrators: integrating brand, end-customer and category perspectives <i>Mark Glynn</i>	Impressions Management and Judgments using Clothing Styles <i>Felicity Small</i>	Brand strategy: The Stormers' case <i>Charlene Gerber &amp; Nic Terblanche</i>	Putting Internal Market Orientation into Behavioural Patterns Employed During Marketing Strategy Implementation <i>David Gray</i>	Last of the Marketing Gurus <i>Allan Smilthee and Tommy Lee</i>
1500	Authenticity in a Modern Music Industry: A Qualitative Exploration into "Selling Out" <i>Sean McDonald, Kerrie Bridson and Michael Volkoc</i>	Has Brand Loyalty Declined? An extension of Dekimpe et al (1997) <i>John Daves, Lars Meyers-Waarden and Carl Driesener</i>	Determinants of Early Repeat Giving to Charities by Young People: An Empirical Study <i>Roger Bennett and Rehnuma Ali-Choudhury</i>	Seniors Seeking Service: Factors Contributing to Value in Retailing <i>Alison Dean</i>	Emotions and Sponsorship Marketing. Toward a Better Understanding of Sponsorship Persuasion Process <i>Charles Bal, Alexandre Sleyer, Pascale Quester and Carolin Plewa</i>	Organisational Drivers of Service Firms' Export Performance <i>Vinh Nhat Lu and Pascale G Quester</i>	Network Structure of Video Game Software in Japan: Some Empirical Results <i>Masayoshi Maruyama, Kazumitsu Minamikawa and Kenichi Ohikita</i>	Income Change and Information Processing Style <i>Jia Liu and Harmen Oppewal</i>	The Influence of Personality Factors on Attitudes towards Counterfeiting of Luxury Brands and Purchase Intention <i>Min Teah and Ian Phau</i>	On the Deceptive Nature of Perceived Usefulness as a Decision Variable for Marketing Management Support System Adoption and Use <i>Niek Althuizen and Berend Wierenga</i>	Buy One and Stop Me <i>Al Tarego and Sue Denim</i>
1520	Understanding Barriers to Attendance and Non-Attendance at Arts and Cultural Institutions: A Conceptual Framework <i>Pandora Kay, Emma Wong and Michael Polonsky</i>	Measurement Deficiencies in the Net Promoter Score <i>Robert East</i>	Summary Discussion on issues raised by Authors	Summary Discussion on issues raised by Authors	Summary Discussion on issues raised by Authors	Franchising: A Pull Strategy to International Expansion <i>Megan Thompson</i>	A Model of Delegated Bargaining <i>Stefan Roth, Thomas Robbert and David Zitzlsperger</i>	Cognitive Dissonance in Retail versus E-commerce - First Findings and Implications <i>Monika Koller, Thomas Salzberger and Gerlinde Streif</i>	Brand Personality Impressions and Brand Relationship Quality in Vietnam <i>Nguyen Dinh Tho, Nguyen Thi Mai Trang and Nguyen Dong Phong</i>	Strategic Marketing: Situation Analysis and Competitive Success <i>Ron Garland and Roger Brooksbank</i>	Taking the Ps out of Marketing: A new D3 Framework for the 21st Century <i>Diego Garcia</i>

1540	AFTERNOON TEA										
CONCURRENT SESSIONS TEN											
ROOM	Southee 1	Southee 2	Southee 3	Southee 4	Southee 5	See	Playfair North	Playfair South	Jamison	Judges/Stewards	Southee North
Stream	Sports, Arts, Heritage & Tourism	Advertising, Marketing Communication	Social, Not for Profit, Political Marketing	Services Marketing	Marketing Research & Research Methodologies	International & Cross Cultural Marketing	Retailing, Pricing, Distribution Channels, Supply Chain Mgmt, Personal Selling & Sales Mgmt	Consumer Behaviour (A/B)	Branding	Strategic Marketing	Special Session
Chair	Larry Neale	Stephen Dix	Ann Sharp	Tony Ward	Mike Ewing	Katherine Mizerski	Ken Grant	Laurel Jackson	Debra Grace	Aron O'Cass	David Low
	I'm not playing anymore: Developing a model of why consumers stop playing social sport <i>Brendan Powell, Meredith Lawley and Melissa Johnson-Morgan</i>	Communication Strategies to Respond to Criticism Against Controversial Advertising: Evidences from Thailand <i>Suwichit Sean Chaidaroon &amp; Kawpong Polyorat</i>	How Where you Live Affects What you Eat: Examining German & Australian Students <i>Debra Harker, Michael Harker, Bishnu Sharma and Karin Reinhard</i>	An exploration of the effect of corporate structure on service quality in child care <i>Scott Weaven and Debra Grace</i>	Assessing Indicant Directionality of a Media Consumption Construct Using Confirmatory Tetrad Analysis <i>Bradley Wilson, Andrea Vocino, Jason Stella and Stewart Adam</i>	Country of Origin Effects on Job Choice Decisions <i>Mouluk M Zaveri, Ragendra Mulye and Christopher White</i>	Organisational Justice and Salesforce Motivation <i>Yung-hsien Liao, Felix Mavondo and Rowan Kennedy</i>	Pack-size segmentation - An examination at the individual level using a person-situation variable <i>Giang Trinh, John Dawes and Larry Lockshin</i>	The nature and incidence of the rejection of private labels <i>Magda Nenycz-Thiel and Jenni Romanluk</i>	Transforming from Materials Provider to Project Marketer in the International Construction Industry <i>Erik Pontikoski, Joel Hietanen, Jaakko Rokka, Mika Westerlund and Petri Parvinen</i>	A panel discussion with the Editors
1610											
	Using the Negative Binomial Distribution to Investigate Sports Attendance <i>Larry Neale and Dan Funk</i>	Amplified voices, but they are speaking to the wrong people. Why the complaint system for unacceptable advertising in Australia is not working. <i>Katherine Van Putten and Sandra Jones</i>	Development and Validation of Consumer Economic Nationalistic Tendencies Scale (CENTSCALE) <i>Isaac Cheah and Ian Phau</i>	Grounded Benchmarks for Item Level Service Quality Metrics <i>Michael Vogelpoel and Anne Sharp</i>	Modelling Area Market Demand: A Case Study using Multiple Regression and Multivariate Adaptive Regression Splines <i>Hongwei Lu, Mark Uncles, Gary Gregory and Lihua Zhao</i>	Does Product Origin Congruency Moderate the Country-of-Origin - Product Evaluation Relationship? <i>Alexander Josiassen, Ameet Pandit and Ingo Karpen</i>	The Effect of Sales Technology Usage on Sales Performance and Relationship Quality: a conceptual model development <i>Cheong Teck Min Michael and Song Yang</i>	The Desire for Fame and its Association with Intrinsic and Extrinsic Aspirations <i>Sandra Gountas and John Gountas</i>	The Role of Lawfulness and Legality toward Purchasing Counterfeits of Luxury Brands <i>Stephen Dix and Ian Phau</i>	Marketing Capital and Marketer Loyalty in Vietnam <i>Nguyen Dinh Tho, Nguyen Thi Mai Trang and Nguyen Dong Phong</i>	
1630											
	Developing a Scale to Measure Season Ticket Holder Attitudes Towards the Professional Sports Club Offering <i>Adam Karg, Heath McDonald and Andrea Vocino</i>	Real beauty: But at what cost to marketing? Body image and source credibility effects of realistic models in Singapore <i>Bill Chitty, Steven Ward, Jeff Slaw &amp; Aloysius Lee</i>	Assessing the Public's Real Knowledge of Global Warming <i>Anne Sharp and Sline Hoj</i>	Reliable Services in Public Health Care: A South African Approach <i>Johan de Jager</i>	Differences in Item Responses: A Gendered Approach <i>Fiona Newton, Thomas Salzberger and Mike Ewing</i>	For love of country: Consolidating ethnocentrism, patriotism, and consumer openness measures in Thailand <i>Warat Winit, Gary Gregory and Rita Di Mascio</i>	Key B2B Sales Processes in Service vs. Non-Service Companies <i>Petri Parvinen, Jaakko Aspara, Sami Kajalo and Joel Hietanen</i>	The Impact of Organic Certification Information on Consumer's Perceptions of Organic Products <i>David Wong, Claire Loh &amp; Vanessa Quintal</i>	Determinants of brand extension success: A case of e-brand extensions in Taiwan <i>Song Yang and Wan Li Yen</i>	Measuring Alliance Success: The Role of Strategic Fit <i>Manir Zaman and Feliz Mavondo</i>	
1650											
	Factors Influencing Attendance at Water Polo Events <i>Sarah French, Sharon Purchase and Larry Neale</i>	Revisiting the Blurring Practices between Editorials and Advertising <i>Stephen Dix &amp; Ian Phau</i>	Summary Discussion on issues raised by Authors	A Structuralist Perspective on the Role of Culture in Taiwan Service Quality Evaluation <i>Brian C Imrie and Brendan Gray</i>	Summary Discussion on issues raised by Authors	Willingness to Buy Non-Deceptive Counterfeit Branded Products: A Case Study of Indonesian Consumers <i>Anas Hidayat, Katherine Mizerski and Madeleine Ogilvie</i>	Sales Organisation Effectiveness - Leaders versus Laggards: The Role of Market Orientation and Entrepreneurial Orientation <i>Ken Grant, Richard Laney, Hanni Nasution and Bill Pickett</i>	Decision-Making of Poor Consumers in Emerging Economies: A Conceptual Framework <i>Laurel Jackson</i>	Examining Employee Disparity in Response to Brand Knowledge <i>Ceridwyn King and Debra Grace</i>	International Market Entry Mode Strategy: A Region-within-country Perspective <i>Aron O'Cass and Liem Ngo</i>	
1710											
CONCURRENT SESSIONS CONCLUDE											
1730											
1845	Pre-dinner Drinks										
1900	Conference Dinner										
ANZ STADIUM, MILLENIUM ROOM											
ANZ STADIUM, MILLENIUM ROOM											